



A&M-Commerce at Dallas: The Pitch Deck

An Overview of our “Why” in the Dallas Market

Start With the “Who”

A&M-Commerce at Dallas students include:

- **Traditional first-time freshmen students**
 - who will enter A&M-Commerce at Dallas in the same calendar year as their high school graduation (or earned GED).

Students may have earned an Associate’s Degree or have some transferrable college credit earned prior to graduating from high school.

Start With the “Who”

A&M-Commerce at Dallas students include:

- **Traditional first-time transfer students**
 - who will enter A&M-Commerce at Dallas after having first attended a two-year or four-year college or university.
 - *Students may have earned an Associate’s Degree or have some transferrable college credit with no undergraduate bachelor’s degree.*

Start With the “Who”

A&M-Commerce at Dallas students include:

- **Non-Traditional first-time freshmen or transfer students**
 - who will enter A&M-Commerce at Dallas after having earned a high school diploma or GED, or after having first attended a two-year or four-year college or university.
 - *Students may have earned an Associate’s Degree or have some transferrable college credit with no undergraduate bachelor’s degree.*

Start With the “Who”

A&M-Commerce at Dallas students include:

- **Traditional first-time freshmen students** admitted to the **Rising Lion-Dallas** program and will enter A&M-Commerce at Dallas in the calendar year of graduation from high school beginning Summer II 2023.

Start With the “Who”

A&M-Commerce at Dallas students include:

- **Former A&M-Commerce undergraduate or graduate students** who stopped attending and did not earn a degree but want to re-enroll (either full- or part-time) to complete their first undergraduate or graduate degree program.
- **First-time graduate student** who will enter A&M-Commerce at Dallas after earning an accredited bachelor’s degree.

What is Our “Why”?

We are uniquely *Accessible*.

- As an Urban Model for Student Success:
 - A&M-Commerce at Dallas brings quality higher education to Dallas, delivered in various modalities to meet urban students’ unique needs.
 - Bringing our successes in supporting students from diverse backgrounds, A&M-Commerce at Dallas is “the” multilingual and multicultural destination campus for the North Central region.

What is Our “Why”?

We are uniquely *Accessible*.

- We maximize the seamless transfer of prior credits resulting in degree programs that can be completed in as little time as possible.
- We combine a trusted A&M System education with experience serving diverse learners who want to continue living and working in Dallas while pursuing their degree.
- We are affordable and within reach, awarding over \$10 million in scholarships annually.

How Do We Define *Accessible*?

1. *Our Urban Model for Student Success is uniquely tailored to the needs of students from urban communities*
 - Faculty mentorship and undergraduate research opportunities
 - Flexible access to support services and extra-curricular programming
2. *Our experience in supporting students from diverse backgrounds*
 - A multilingual and multicultural educational experience
 - A full-service campus location where students can remain in their community while earning their degree.

How Do We Define *Accessible*?

3. *One of the most affordable degree options in Dallas*

- Access to a trusted A&M-Commerce education at an affordable cost.

What is Our “Why”?

We offer *Real-World* educational experiences.

- A&M-Commerce at Dallas provides access to computer labs, simulation labs and classroom spaces that feature modern technology to prepare our students for actual work experiences in their chosen professions.
- Our professors are industry experts who bring *real-world* knowledge and experiences into the classroom. Their professional connections provide our students with opportunities for internships and career employment.

How We Define *Real-World at A&M-Commerce at Dallas*

1. *Our Faculty are experts in their fields.*

- *Practical and hands-on experience.*
- *Professional practitioners in the classroom*

2. *We partner with corporate and industry innovators.*

- *Dallas as our classroom (i.e., a living, learning laboratory for expertise and engagement)*
- *What we teach translates to what is needed in today's job market*

What is Our “Why”?

Our academic offerings are *Relevant*.

- By attending A&M-Commerce at Dallas, our students get up close and personal with the region's most dynamic leaders.
- A&M-Commerce at Dallas offers a full suite of amenities and services—from premiere facilities and world-class professors to academic advising and career services—empowers students to achieve success.

How We Define being *Relevant at A&M-Commerce at Dallas*

1. *We offer in-demand academic programs*

- *Our students land jobs in high-demand industries*

2. *Our Alumni live and work in Dallas...Go Lions!*

- *As teachers, counselors, business leaders and administrators, our alumni create collaborative bonds that benefit our students.*
 - *With this collaboration, there will be opportunities for internships for our students.*

Accessible Talking Points – General

A&M-Commerce at Dallas provides the resources, tools, accessibility, and support to create a focused and personalized path to success for our students.

A&M-Commerce at Dallas is committed to value and affordability by making financial aid, scholarships, and the overall cost of education as accessible as possible for our prospective and current students.

Real-World Talking Points - General

A&M-Commerce at Dallas provides comprehensive programs for prospective and current students to explore and prepare for their future.

A&M-Commerce at Dallas is where faculty and staff come from many varied backgrounds and can help students prepare for their future.

A&M-Commerce at Dallas helps students find the right fit and helps build their experience during their studies through internships.

Relevant Talking Points - General

The idea of return on investment is built on A&M-Commerce at Dallas' strong job placement rates, social mobility rankings and positive outcomes for many alumni who do good in the world.

- **Outcomes:** *86% of alumni work full-time within 6 months of graduating*
- **Social Mobility:** *We rank in the top 20 in social mobility from the Brookings Institute.*
- **Job Placement:** *We have strong job placement services and are committed to helping our graduates find what comes next.*

Branding Guides for Dallas

Official Name: A&M-Commerce at Dallas

- Not to be referred to as a “campus” based on SACSCOC guidelines
- Reference to a “location” is appropriate and preferred.
 - *For example: Our programs offered at the A&M-Commerce at Dallas location are in high demand.*
- Reference to a “site” is more appropriate when completing surveys and for other non-marketing purposes.

Branding Guides for Dallas - Internal



- This logo is intended for internal use only on banners, posters and monitors.
- The logo is not to be altered.
- Branding guidelines can be found at:
 - tamuc.edu/brand-guidelines/

Branding Guides for Dallas - External



- These logos are intended for external use on billboards, transit, etc.
- These logos are registered trademarks and are not to be altered.
- Branding guidelines can be found at:
 - tamuc.edu/brand-guidelines/



Branded Statements for A&M-Commerce at Dallas

- A&M-Commerce at Dallas makes quality higher education accessible in Dallas.
- Students from diverse social, economic, ethnic, religious and cultural backgrounds attend A&M-Commerce at Dallas and receive a trusted A&M System education while continuing to live and work in Dallas.
- A&M-Commerce at Dallas presents an approachable university experience where students feel welcome and supported.
- A&M-Commerce at Dallas offer a full suite of amenities and services—from premier facilities and world-class professors to academic advising and career services—that empower students to succeed.
- Our connections with the region's industry leaders create strong partnerships that produce industry-relevant programs and career-ready graduates.



Tag line for A&M-Commerce at Dallas

STAY CLOSE. GO FAR.

New Initiatives - Defined

Prioritized Outreach for A&M-Commerce at Dallas



What is a Registration Rally?

- An event that will bring enrollment services directly to first-time new freshmen, transfer, and Rising Lion students considering enrolling at the A&M-Commerce at Dallas location or the A&M-Commerce main campus.
- Coordinated and planned with Admissions, Registrar, Financial Aid and Scholarships, ROAR (Reimagined Orientation, Advising and Registration), Academic Advising, Outreach and Post-Secondary programs, Student Accounts, Lion Card Office and Residential Living and Learning.

Registration Rally attendees will have the ability to:

- Meet with an admission counselor, apply, and receive an admission decision
- Speak with the FAO concerning the FAFSA or TASFA and scholarships
- Speak with Student Accounts regarding their bill and other financial obligations
- Meet with an academic advisor and register for courses
- Apply for housing/meal plan and pay the application fee
- Complete an abridged ROAR or sign up for a later date
- Submit outstanding documents: transcripts, BM, TSI
- Upload a picture for a student I.D.

What is “Jump Start” College?

- Our Branded and Promotional campaign for Summer II (July 10, 2023):
 - By participating in “Jump Start” students will enroll in Summer II 2023 with the option of living and learning on the Main campus in Commerce, TX or staying close to home and learning at our newest location, A&M-Commerce at Dallas.

What is Rising Lion-Dallas?

- **Rising Lion-Dallas** provides students the opportunity to live at home in Dallas while beginning college during Summer II 2023 (which begins July 10, 2023). Students who earn a “C” average by taking two classes, engaging with a personal mentor, and working with a student services team will have the opportunity to continue their registration for the fall term.
- It is the expectation that Rising Lion-Dallas students will continue their registration at A&M-Commerce at Dallas.

What is *Lions Finish Strong*?

- Our Branding and Promotional campaign targeting all former TAMUC students who left without having earned their degrees.
- Returning students are encouraged to enroll beginning, Summer II 2023 to complete their first undergraduate degree in a program offered at the A&M-Commerce at Dallas location.

President's Promise Scholarship & Regents' Access Scholarship

- For Summer II 2023 ONLY:
 - “Jump Start” College students who are eligible can earn their bachelor's degree-tuition-free with the **President's Promise Scholarship**.
 - *Additionally* all President's Promise awardees will receive the Regents' Access Scholarship which will cover Summer II 2023 on-campus housing at A&M-Commerce Main Campus plus an additional year: Fall 2023 & Spring 2024.

A&M-Commerce at Dallas Undergraduate Academic Program Offerings



Sustainable Agriculture and Food Systems - Branded Messaging

- **Follow Your Passion** – Do you have a passion for agriculture? Do you want to learn more about how our food travels from the farm to the table? Do you want to become well-versed in the processes that make our food systems function? Acquire skills to create a sustainable future in agriculture through the Bachelor of Science in Sustainable Agriculture and Food Systems.
- **Career Readiness** – A degree in sustainable agriculture and food systems will allow you to work in various settings as you discover and enhance the processes that keep our food systems running smoothly.
- **Real World** – This degree provides a comprehensive overview of sustainable agriculture principles through ecological, economic, social and ethical perspectives. You can prepare to pursue various in-demand agricultural careers through online instruction and hands-on learning.

Business Administration – Branded Messaging

- **Nationally Accredited and Ranked** – The College of Business is accredited through the Association to Advance Collegiate Schools of Business (AACSB) and ranked by U.S. News & World Report 2023.
- **Dedicated Faculty** – Our students engage with faculty from all aspects of the business world, acquiring a broad overview of business knowledge to meet the challenges of today’s fast-paced world.
- **Industry Connections** – Our students participate in guest presentations, company tours and professional networking opportunities with faculty and alumni who are connected to the business community.

Business Administration – Branded Messaging

- **Location** – Our close contact with the region’s dynamic business climate ignites innovation and creates a strong corporate synergy that produce industry-relevant programs and career-ready graduates.
- **Career Readiness** – The in-house Career Services Center guides business students to internships and employment opportunities.

Education, Bilingual or ESL Emphasis (Grade EC-6) – Branded Messaging

- **Dedicated Faculty** – Our distinguished faculty members mentor their students at each step to expand their knowledge and understanding of teaching philosophies. Faculty also work to equip students with subject-matter knowledge and practical skills for classroom success.
- **Student-Centered** – Our faculty are passionate about developing excellent teachers who can transition their coursework into practical field experience, facilitating successful learning opportunities for students.

Education, Bilingual or ESL Emphasis (Grade EC-6) – Branded Messaging

- **Connections** – Our graduates hold administrative positions throughout the state as superintendents and principals. Hundreds more teach at every grade level.
- **Curriculum** – Our students learn to design engaging lessons, develop a curriculum for diverse students and foster an inclusive learning environment.
- **Career Readiness** – Our students gain first-hand experience teaching middle school classes through field-based opportunities that prepare them for success in the modern and diverse classroom.

Visual Communication – Branded Messaging

- **Dedicated Faculty** – Our students work closely with distinguished professionals as they study art direction, design and motion design.
- **Creative Spaces** – Our diverse and collaborative spaces offer multiple creative outlets for our students, including state-of-the-art computer labs, access to high-end video equipment and alternative makerspace equipment.
- **Award-winning** – Our students enter competitions and showcases to display their skills and win awards. They have won both national and international competitions and earned awards from Adobe Achievement Awards, The One Show, American Advertising Federation, and Graphis, among others.

Visual Communication – Branded Messaging

- **Senior Exit Show** – Upon graduation, our students participate in the Senior Exit Show, where their work is displayed for professionals and alumni. In the past, students have received multiple job offers during the event.
- **Career Readiness** – Our distinguished faculty and design professionals guide our students' development, helping them acquire expertise, versatility, and experience to thrive in a complex and rapidly changing creative world. Our graduates are well prepared for professional work. In the program, they choose one of three emphases: art design, new media or communication design.

Social Work – Branded Messaging

- **Accredited** - Our social work programs are fully accredited by The Council on Social Work Education (CSWE), the sole accrediting agency for social work education in the U.S.
- **Dedicated Faculty** – Our faculty mentor and guide students through every step of the program, helping them develop knowledge and skills to solve problems across micro, mezzo and macro levels.

Social Work – Branded Messaging

- **Professional Readiness** – Our faculty encourage students to develop an informed passion for improving the quality of life for all people, especially for the most vulnerable members of our society, while improving human service systems and promoting social justice.
- **Career Readiness** – Our students utilize their earned field experience to refine their knowledge, skills and values related to theoretical perspectives in a safe environment for growth while exploring the variety of career opportunities available to social workers. Students prepare to work in rural and urban communities, schools, hospitals, and social service agencies.

Competency Based Education Branded Messaging

- **Dedicated Faculty:** Responsive faculty with real world experience. Wrap-around student support for academic, social and financial needs.
- **Student-Centered:** Courses offered in 7-week terms at low, flat-rate tuition. Self-paced courses with the ability to accelerate.
- **Accessibility:** Maximize transfer of prior credits (including WECM). Seamless pathways from community colleges. Flexible, affordable, self-paced and 100% online offered in competency-based format.
- **Industry-Relevant Programs:** Online degrees in Organizational Leadership, Criminal Justice, Safety and Health, Health Services Administration, General Studies. (Alternative Teacher Certification, Business pending approval for fall 2023)
- **Career-Readiness:** Programs created in collaboration with industry advisory boards providing applied learning opportunities relevant to future careers.

Sport and Recreation Management (BS) (pending approval) – Branded Messaging

- ⦿ **Dedicated Faculty** - Our students engage with award-winning faculty from all aspects of the sport and recreation industry, acquiring a broad overview and knowledge of the industry to meet the challenges of today's fast-paced world.
- ⦿ **Relevant Coursework** - A degree in sport and recreation management will offer you the opportunity to promote community engagement through sports and recreation, learn core principles of business decisions in the industry, acquire knowledge of sports industry economics, finance, marketing and leadership and understand methods for administration and evaluation of sports and recreation programs.
- ⦿ **Industry Connections** – Internship opportunities are available with organizations such as FC Dallas, Frisco Rough Riders, Texas Rangers and others. These internships are designed to give students practical work experience in the sports and recreation industry, allowing them to take what they have learned in the classroom and use it in a realistic work environment.

Public Health (BSPH) (pending approval) – Branded Messaging

- **Dedicated Faculty** – Our distinguished faculty members mentor students throughout the program and utilize service learning that provides them an opportunity to expand and apply their public health knowledge an impactful way within the community. Our faculty are passionate about preparing the next generation of public health professionals that can become effective leaders in field, advocating for policy changes and leading public health initiatives.
- **Relevant Coursework** – In this program, you will gain first-hand knowledge analyzing public health issues to inform effective public health programs. In addition, students will be eligible to take the Certified Health Education Specialist (CHES) exam. Our faculty will help you tackle complex challenges and discover solutions with hands-on research in the classroom and through internships.
- **Industry Connections** – Throughout the programs, students have the opportunity to engage with leading public health professionals and network to better prepare them for a successful public health career. Internship opportunities are available with organizations such as The City of Garland and Rowlett and the Alzheimer’s Association and others. This internship experience provides a solid foundation for career success. Our students can become a member of Phi Pi Delta, an organization for health and human performance majors that provides networking and other numerous opportunities.

A&M-Commerce at Dallas Graduate Academic Program Offerings



Graduate School – Branding Message

- ➔ **Professional Readiness** – Our graduate programs prepare you for professional employment, school or collegiate teaching and administration, research opportunities, or personal satisfaction by increasing your depth of knowledge in your field of specialization. Also, a graduate degree from A&M-Commerce at Dallas can help advance your career!
- ➔ **Relevant** – we offer master’s degrees in:
 - Art (MA) (MFA) – Visual Communication Emphasis
 - Business Analytics (MS)
 - Business Administration (MBA)
 - Counseling (MS) – pending approval

Graduate School - Branding

- **Opportunity** – Graduate students have three options to receive financial assistance and professional growth opportunities through our graduate assistantships:
 - Graduate Assistant Teaching (GAT)
 - Graduate Assistant Research (GAR)
 - Graduate Assistant Non-teaching (GANT)

MA/MFA in Art – Visual Communication Emphasis - Branded Messaging

- **Creative Methodologies** – Our students explore creative problem-solving processes to better understand what makes an idea viable, compelling, and sustainable.
- **Versatile Faculty** – Our faculty prepare design educators in multifaceted approaches to design education through pedagogical methods, content creation, role-play, and programmatic curriculum development.

MA/MFA in Art – Visual Communication Emphasis - Branded Messaging

- **Award-winning** – Our program is an acknowledged leader in design education. Student success includes being selected to speak at national and international design conferences and a 90% placement rate into higher education positions upon graduation.
- **Business Innovation** – Our students learn to create value through ethnography, research, ideation, and strategy in a market environment; while empowering innovation through organizational guidance, entrepreneurship, strategy, and process.

Master's of Business Administration – Branded Messaging

- **Nationally Accredited** – The College of Business is accredited through the Association to Advance Collegiate Schools of Business (AACSB).
- **Dedicated Faculty** – Our students engage with faculty from all aspects of the business world, acquiring a broad overview of business knowledge to meet the challenges of today's fast-paced world.
- **Industry Connections** – Our students participate in guest presentations, company tours, internships and professional networking opportunities with faculty and alumni who are connected to the business community.

Master's of Business Administration – Branded Messaging

- **Location** – Our close contact with the region's dynamic business climate ignites innovation and creates a strong corporate synergy that produce industry-relevant programs and career-ready graduates.
- **Career Readiness** – The in-house Career Services Center guides business students to internships and employment opportunities.

MS in Business Analytics – Branded Messaging

- **Nationally Accredited** – The College of Business is accredited through the Association to Advance Collegiate Schools of Business (AACSB).
- **Dedicated Faculty** – Our students engage with faculty from all aspects of the business world, acquiring a broad overview of business knowledge to meet the challenges of today’s fast-paced world.
- **Relevant Coursework** – Business Analytics is a STEM-designated program. STEM fields offer the fastest growing programs and outstanding earning potential and employment opportunities.

MS in Business Analytics – Branded Messaging

- **Industry Connections** – Our students participate in guest presentations, company tours, internships and professional networking opportunities with faculty and alumni who are connected to the business community.
- **Location** – Our close contact with the region’s dynamic business climate ignites innovation and creates a strong corporate synergy that produce industry-relevant programs and career-ready graduates.

MS in Counseling (pending approval) - Branded Messaging

- **Nationally Accredited** – The MS in Counseling is accredited by the Council for Accreditation for Counseling and Related Educational Programs (CACREP).
- **Experienced Faculty** - Our students engage with faculty who have clinical experience and learn skills to help them become an effective counselor.

MS in Counseling (pending approval) - Branded Messaging

- **Real-World Training** – Our students can practice in university-based clinics which provide professional and affordable counseling services to the community while facilitating real-world training opportunities.
- **Career Readiness** – Our students are prepared to apply for licensure as a Licensed Professional Counselor (LPC) after graduation and completion of their supervised clinical hours.